

AMENDMENTS TO THE CLAIMS

1-14. (Cancelled)

15. (Currently Amended) A storage-based broadcasting system for supplying a plurality of user interfaces to present a plurality of services to a requesting client terminal, each of the plurality of user interfaces being respectively unique to one of the plurality of services, which are each composed of content stored in said system, said system comprising:

transmission means for transmitting a browser, in a non-executable data format, as part of the content, the browser being transmitted by said transmission means so as to generate one of the plurality of user interfaces; and

receiving means for receiving and activating the transmitted browser so as to execute the one of the plurality of user interfaces, wherein the one of the user interfaces is transmitted by said transmission means as the browser and received by said receiving means as at least part of the content while one of the plurality of services to which the one of the plurality of user interfaces is unique is transmitted as the remaining part of the content;

wherein said transmission means transmits a different browser, in a non-executable data format, as at least part of the content for each one of the plurality of services, respectively;

wherein each browser received by said receiving means is automatically installed on the requesting client terminal so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services without requiring a user of the client terminal to separately obtain and determine a browser respectively corresponding to the one of the plurality of services; and

wherein each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted by said transmission means for each one of the plurality of services.

16. (Cancelled)

17. (Previously Presented) The storage-based broadcasting system in accordance with claim 15, wherein said transmission means comprises:

content pitcher means for pitching the content including the browser; and
service property information transmitting means for transmitting service property information for indicating properties of the service, and
wherein said receiving means receives the transmitted service property information, and said receiving means comprises browser content determination means for determining, based on the content and the service property information received by said receiving means, the browser from among the received content.

18. (Previously Presented) The storage-based broadcasting system in accordance with claim 17, wherein

said content pitcher means comprises content assembler means for adding, to the content, a content header for defining the content, and
said receiving means further determines the browser from among the received content based on the content header of the received content.

19. (Previously Presented) The storage-based broadcasting system in accordance with claim 17, wherein

said transmission means further comprises electronic signature means for placing an electronic signature on the browser, and said service property transmitting means transmits a public key of the electronic signature as being included in the service property information, and

said receiving means further comprises signature authentication means for authenticating the electronic signature by the public key included in the received service property information, and said browser content determination means determines the browser from among the received content through authentication of the electronic signature.

20. (Previously Presented) The storage-based broadcasting system in accordance with claim 19, wherein the key used for authentication of the electronic signature is unique to the service.

21. (Previously Presented) The storage-based broadcasting system in accordance with claim 17, wherein

said content pitcher means further comprises content ID space management means for sending information for defining a part of an ID space of the content, and
said receiving means further comprises designation means for designating the browser based on a content ID included in the defined part of the ID space.

22. (Currently Amended) A content transmission method for providing a plurality of user interfaces to present a plurality of services to a requesting client terminal, each of the plurality of user interfaces being respectively unique to one of the plurality of services, which are each composed of content that is stored in a storage-based broadcasting system which supplies the plurality of user interfaces, said method comprising:

transmitting a browser for generating one of the plurality of user interfaces, the browser being transmitted as part of the content and in a non-executable data format;

receiving the content including the transmitted browser; and

activating the transmitted browser so as to execute the one of the plurality of user interfaces;

wherein the one of the plurality of user interfaces is transmitted as the browser in said transmitting of the browser, and the one of the user interfaces is received in said receiving of the content as at least part of the content while one of the plurality of services to which the one of the user interfaces is unique is transmitted as the remaining part of the content;

wherein said transmitting of the browser transmits a different browser, in a non-executable data format, as at least part of the content for each one of the plurality of services, respectively;

wherein each browser received in said receiving of the content is automatically installed on the requesting client terminal in said activating of the transmitted browser so

| as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services without requiring a user of the client terminal to separately obtain and determine a browser respectively corresponding to the one of the plurality of services; and

| wherein each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted in said transmitting of the browser for each one of the plurality of services.

23. (Cancelled)

24. (Previously Presented) The content transmission method in accordance with claim 22, wherein said transmitting of the browser comprises:

pitching the content including the browser; and
transmitting service property information for indicating properties of the service,
and

wherein said receiving of the content including the transmitted browser comprises receiving the transmitted service property information and determining the browser from among the received content based on the received content and the received service property information.

25. (Previously Presented) The content transmission method in accordance with claim 24, wherein

said pitching of the content comprises adding, to the content, a content header for defining the content, and

said receiving of the content including the transmitted browser further comprises determining, based on the content header of the received content, the browser from among the received content.

26. (Previously Presented) The content transmission method in accordance with claim 24, wherein

said transmitting of the browser further comprises placing an electronic signature on the browser,

 said transmitting of the service property information further comprises transmitting a public key of the electronic signature as being included in the service property information, and

 said receiving of the content including the transmitted browser further comprises:

 authenticating the electronic signature by the public key included in the received service property information; and

 determining the browser through authentication of the electronic signature.

27. (Previously Presented) The content transmission method in accordance with claim 26, wherein the key used for authentication of the electronic signature is unique to the service.

28. (Previously Presented) The content transmission method in accordance with claim 24, wherein

 said pitching of the content further comprises sending information for defining part of an ID space of the content, and

 said receiving of the content including the transmitted browser further comprises determining the browser based on a content ID included in the part of the ID space.

29. (Currently Amended) A storage-based broadcasting system operable to supply a plurality of user interfaces to present a plurality of services to a requesting client terminal, each of the plurality of user interfaces being respectively unique to one of the plurality of services, which are each composed of content stored in said system, said system comprising:

 a transmission unit operable to transmit a browser, in a non-executable data format, as part of the content, said transmission unit transmitting the browser so as to generate one of the plurality of user interfaces; and

 a receiving unit operable to receive the content including the browser, and to activate the transmitted browser so as to execute the one of the user interfaces, wherein

the one of the user interfaces is transmitted by said transmission unit as the browser and received by said receiving unit as at least part of the content while one of the plurality of services to which the one of the plurality of user interfaces is unique is transmitted as the remaining part of the content;

wherein said transmission unit is operable to transmit a different browser, in a non-executable data format, as at least part of the content for each one of the plurality of services, respectively;

wherein each browser received by said receiving unit is automatically installed on the requesting client terminal so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services without requiring a user of the client terminal to separately obtain and determine a browser respectively corresponding to the one of the plurality of services; and

wherein each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted by said transmission unit for each one of the plurality of services.

30. (Cancelled)

31. (Previously Presented) The storage-based broadcasting system in accordance with claim 29, wherein said transmission unit comprises:

a content pitcher unit operable to pitch the content including the browser; and
a service property information unit operable to transmit service property information for indicating properties of the service,

wherein said receiving unit is operable to receive the transmitted service property information, and

wherein said receiving unit comprises a browser content determination unit operable to determine, based on the received content and the received service property information, the browser from among the received content.

32. (Previously Presented) The storage-based broadcasting system in accordance with claim 31, wherein

said content pitcher unit comprises a content assembler operable to add, to the content, a content header for defining the content, and

 said receiving unit is further operable to determine the browser from among the received content based on the content header of the received content.

33. (Previously Presented) The storage-based broadcasting system in accordance with claim 31, wherein

 said transmission unit further comprises a signature generator unit operable to place an electronic signature on the browser, and said service property transmission unit is further operable to transmit a public key of the electronic signature as being included in the service property information, and

 said receiving unit further comprises a signature authentication unit operable to authenticate the electronic signature through the public key included in the received service property information, and said browser content determination unit is operable to determine the browser from among the received content through authentication of the electronic signature.

34. (Previously Presented) The storage-based broadcasting system in accordance with claim 33, wherein said signature authentication unit is operable to authenticate the electronic signature by using a key unique to the service.

35. (Previously Presented) The storage-based broadcasting system in accordance with claim 31, wherein

 said content pitcher unit further comprises a content ID space management unit operable to send information for defining a part of an ID space of the content, and

 said receiving unit further comprises a designator operable to designate the browser based on a content ID included in the defined part of the ID space.

36. (Previously Presented) The storage-based broadcasting system in accordance with claim 29, wherein said system further comprises a delivery unit operable to receive

the content including the browser transmitted by said transmission unit, and to transmit the transmitted content including the browser to said receiving unit.

37. (Previously Presented) The storage-based broadcasting system in accordance with claim 36, wherein said transmission unit is operable to transmit the content as a digital bit stream to said delivery unit, and said delivery unit is operable to transmit the transmitted content as a digital bit stream to said receiving unit.